



Norman
Rockwell







NEUTRALITY
REVENUE







He's a specialist in pleasant surprises

A jeweler is really a very lucky man. In the practice of his profession, he plays a guiding part in so many happy occasions.

Think of the confidence you have in him. A new baby—and who helps to choose the silver cup? A long-forgotten-of-promotion—and who helps pick out the occasional fine Swiss watch?

Who advises lovers about the ring? Who helps the girls at the high school with their class ring? The same man who knows what most kids want for grad-

uation is really paid from us all, when Dad wants the birthday and Mother her anniversary.

He's the man who's responsible for so many pleasant surprises in your life. He's your natural jeweler.

No matter how large or small his store, he's unique among the five odd merchants of your town—with his very special training, knowledge and ability. And he's truly a friend of the family. He should be, because the family needs him. Only an expert jeweler is qualified to counsel you when you shop for your most cherished gifts.

That's why we—makers of the finest watches in the world for three centuries—can give you no better advice than this: "For the gifts you'll give and judge, let your jeweler be your guide."

The WATCHMAKERS



IdaWilliamson.com

© 2014 Jewelers Association of Ida Williamson





Norman
Rockwell

SAVE FREEDOM OF WORSHIP

EACH ACCORDING TO THE DICTATES
OF HIS OWN CONSCIENCE



NORMAN ROCKWELL

BUY WAR BONDS





OURS...to fight for



Freedom of Speech



Freedom of Worship



Freedom from Want



Freedom from Fear













Norman
Rockwell

ELECT · CASEY



Newell
Beckwell





THE SATURDAY EVENING POST

Volume 51, Number 11

Sept. 13, '30

clin

5c. THE COPY
10c. in Canada



William Wrigley, Jr.
Isaac F. Marcossou—Leonard H. Nason—Julian Street—Norman Reilly Raine
Clarence Budington Kelland—Nunnally Johnson—Frederick Hazlitt Brennan





The Saturday Evening

POST

May 16, 1959 — 15¢

Our Gamble With Destiny

By STEWART ALSOP

WARNING TO YOUNG MEN By Eric Sevareid



Norman
Rockwell







DECCA
RECORDS
HI
FI

'Twas The Night Before Christmas

FRED WARING AND THE PENNSYLVANIANS



Surround
The World



At certain times of the year we're reminded how well off we are—as Americans. The most heartfelt thanks of all often come from the head of the table—especially these days when being a family provider is no light responsibility. For past blessings, it is a time for gratitude. For the future, a time for high hopes and careful planning.

MASSACHUSETTS MUTUAL *Life Insurance Company*
SPRINGFIELD, MASSACHUSETTS • [JonWilliamson.com](http://www.JonWilliamson.com)



THEY'VE GOT IT
THANKSWELL



The greatest joys are shared

There is great happiness in television...great happiness in the home where hearts are lifted by sharing family pleasures. And for those who would know the fullest measure of television enjoyment, and see its stirring pageant in thrilling clarity, Du Mont laboratories build television's finest instruments...the Du Mont receivers.

Everything a television set can be, everything it can offer is yours in a Du Mont. Consoles, combinations, table models.

*Du Mont built the first commercial home television receiver—
Du Mont builds the finest.*

DUMONT

First with the finest in Television

Your DuMont dealer invites you to see the *Marcy Amsterdam Show* on the DuMont Television Network—consult your local paper for time and date.

Copyright 1950, Allen B. Du Mont Laboratories, Inc. • Television Receiver Division, East Paterson, N.J. and the Du Mont Television Network • 315 Madison Avenue • New York 17, N.Y.

THE HANOVER BY DU MONT,
with 19-inch Life-Size tube.



Two "don't forgetters"



New Kellogg's Kids move into your neighborhood

These Gigglesome youngsters have a special mission in life. They're "happy reminders" or "don't forgetters." They've been in point out that even family's always running out of Kellogg's Corn Flakes.

We hope they're getting your memory a pleasant jolt at this point. So you'll remember that these popular flakes are the ones that have kept so many people—always happy, well-fed. And that it's always a good idea to pick up a spare package of Kellogg's Corn Flakes whenever you buy one cereal of any kind.

Kellogg's
CORN FLAKES



*Fresh from Kellogg's
of Battle Creek*

THE SATURDAY EVENING POST

NOVEMBER 27, 1943

10¢

BILLION-DOLLAR PLANE BUILDER

By ALVA JOHNSTON

A Gay Short Story

By ROBERT CARSON



Norman
Rockwell

THANKSGIVING

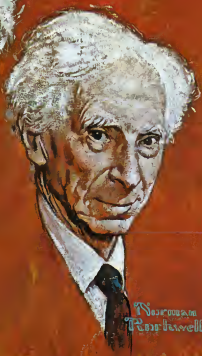


Norman
Rockwell





Norma
Rockwell



Norman
Rothwell

THE SATURDAY EVENING

POST

MAY 29, 1943

10¢

**BEGINNING—A NEW
KELLAND SERIAL
Heart on Her Sleeve**

**EDGAR SNOW
REPORTS ON GERMAN
ATROCITIES**

Norman
Rockwell





Not in Mr.
Reckwell

URANT







Norman
Rockwell



Naam: _____
Rozen: _____



PINEDALE DENTAL CLINIC

Patient's name: Patricia Patterson

Examination report:

Not one new cavity
since last check-up!

YES, D.D.S.

Norman
Rockwell

“Look, Mom—no cavities!”

Crest Toothpaste stops soft spots from turning into cavities—means far less decay for grownups and children.



And Crest freshens your mouth—sweetens your breath.



Fluoridated is a trademark for
Pineval & Co. Inc. a subsidiary of
American Dental Supply Company
© 1988 The American Dental Association

FROM THE MAN WHO MADE "THE BEST PICTURE OF 1941"



ORSON WELLES'

MERCURY PRODUCTION OF
BOOTH TARKINGTON'S
GREAT NOVEL

The Magnificent Ambersons

Norman
Rockwell

with JOSEPH COTTEN · DOLORES COSTELLO · ANNA BAXTER · TIM HOLT
AGNES MOOREHEAD · RAY COLLINS · FERNINE SANFORD
and RICHARD BENNETT

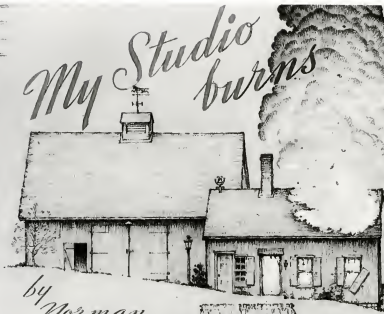
Screen Play, Production and Direction by Orson Welles





Norman
Rockwell

My Studio burns



Off for the Fire Department

by Norman Rockwell



Here they come!!!



Jerry, Tommy and Peter watch



by the way, the kids were having the medals



Fire Chief Safford sings "It ain't gonna rain no more"

Mid Green Square sign gets thrown



Family bicycles rescued



Everyone enjoys Spectacle 2 a.m.



Coffee and sandwiches till 5:30 a.m.



By the dawn's early light

Norman Rockwell

us 7 a.m

THE SATURDAY EVENING POST

November 28, 1942 10¢



THE EVENING POST

A painting by Norman Rockwell depicting a young woman sitting on a park bench. She is dressed in a bright yellow cardigan over a white patterned top, a red and black plaid skirt, yellow socks, and dark sneakers. She holds a newspaper titled 'THE EVENING POST' in front of her face, with a pink flower in her hair. A stack of books rests on her lap, and a light-colored jacket is draped over the side of the bench. The background is a simple, light-colored wall.

GAIL D. LANE • C.B. COGINS • FR

Norman
Rockwell

*to Walt Disney
one of the really
great artists -
from an admirer
Norman
Rockwell*





Norman
Rustvelt

THE SATURDAY EVENING POST

Four

Jan. 25, '36

5c.



THE SATURDAY EVENING POST

100th
Year
of
Base
ball

Norman
Rockwell



THE SATURDAY EVENING POST



For

Nov. 25, 1933

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in

5c. the Copy

10c. in Canada



THE DANGERS OF INFLATION — By BERNARD M. BARUCH

THE SATURDAY EVENING POST

(For U.S. Canada)

5cts.

Frederick
Irving
Anderson

Volume 211, Number 24

JUNE 15, 1929



Frederick Irving Anderson—Porter Emerson Browne—Frederick Hazlitt Brennan
Dr. A. S. W. Rosenbach—Wesley Stout—Alfred Pearce Dennis—George Broadhurst



U.S.A.

W-201

Rogers
Henderson
P. H. H.

THE SATURDAY EVENING POST

Feb. 7, '42

VOL. 814, NO. 1

Week
by Benj

5c.

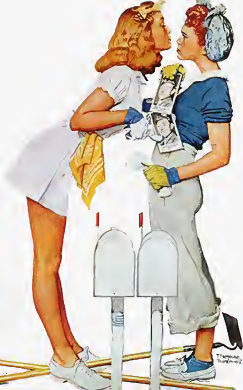
IN CANADA



Norman
Rockwell



Norman
Rockwell





Great Great Great Grandpa Gillis



Great Great Grandpa Gillis



Great Grandpa Gillis



"Fighting Bill" Gillis



Gillis



your son
Willie Gillis

Grandpa Gillis

norman
rockwell





Norman
Rockwell



Norman Rockwell

THE SATURDAY EVENING POST

For

lin

Volume 201, Number 26

MARCH 9, '29

5c. The Copy
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Norman
Rockwell
1933

THE SATURDAY EVENING POST

For

Jan. 23, 1937

Volume 95, Number 10

5cts.



Northwell
Rackwell

THE SATURDAY EVENING

Post

AUGUST 3, 1946

10¢

THE GREAT PENICILLIN MYSTERY

By STEVEN M. SPENCER

PITTSBURGH

By GEORGE SESSIONS PERRY





THE SATURDAY EVENING
Post

SEPTEMBER 4, 1948

15¢

**IN DEFENSE OF THE
RUSSIAN PEOPLE**

By Alexander Barmine
FORMER SOVIET GENERAL



Norman Rockwell



ELECTRI

20
AT BAT
TEAMS 1 2 3 4 5 6 7
PITTS 0 1 0 6 0 0
BKLYN 0 0 0 0 0 0
0

BATTING ORDER

35 LF 422B



Norman
Rockwell

The Saturday Evening

POST

February 16, 1952 — 15¢

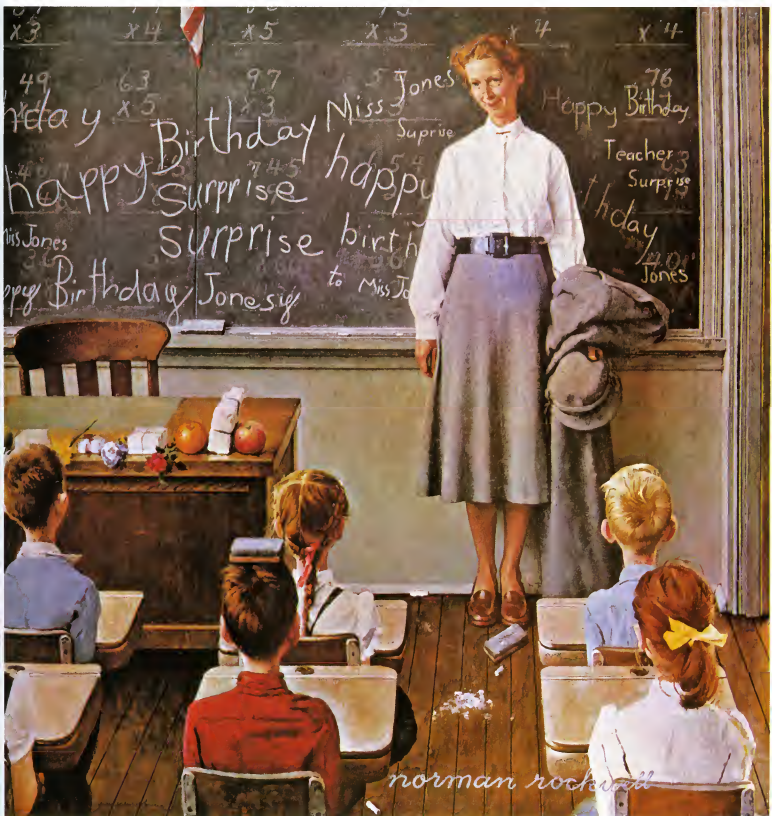
I Was the Witness

WHITTAKER CHAMBERS'
OWN STORY OF THE TRIAL
OF ALGER HISS





NORMAN ROCKWELL



The Saturday Evening

POST

March 15, 1958 — 15¢

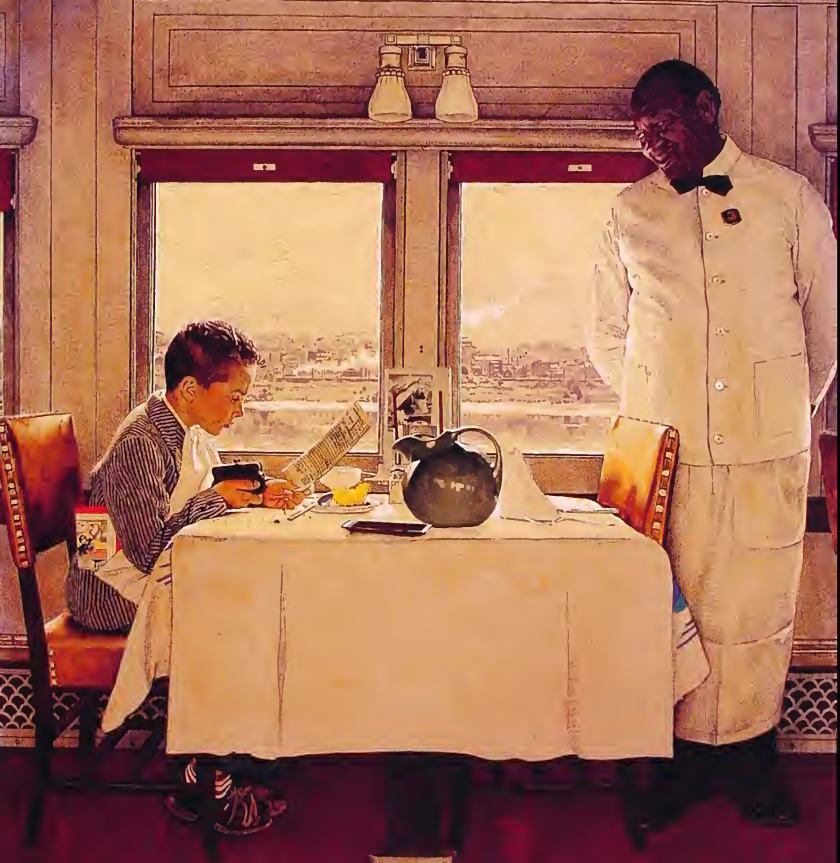
I SHOOT THE BIG SHOTS

By a White House Photographer

We Couldn't Pay Our Bills

By an Installment-Plan Slave





Norman Rockwell



Thompson and
Rosenwald



THE
WOMAN













NR





Norman
Rockwell



THE SATURDAY EVENING
Post

MARCH 19, 1949

15¢

**THE STRANGE CAREER
OF MILTON BERLE**

By ROBERT SYLVESTER

A Complete Novelette

By ALEC HUDSON









A detailed illustration by Norman Rockwell depicting a clock repairman. The man, wearing a dark bowler hat, glasses, and a maroon jacket over a white shirt and tie, is perched on a wooden scaffold. He is focused on adjusting a small, round component on the clock's mechanism. The clock face is large and ornate, with Roman numerals. The background shows a city street with buildings and a fire escape on the left. The overall style is characteristic of Rockwell's work, with fine detail and a sense of narrative.

THE SATURDAY EVENING POST

NOVEMBER 3, 1945

10¢

CHICAGO

By
GEORGE SESSIONS PERRY

Beginning a new
ALBRAND SERIAL

T
A
L

*norman
rockwell*

THE SATURDAY EVENING
POST

NOVEMBER 4, 1944

10¢

1 cent Day 7-11¢



norman
rockwell

"Worth stopping for!"



NEEDHAM
MASS.

BEECH-NUT GUM and CANDY



SEE THE BEECH-NUT CIRCUS
Biggest Little Show on Earth!

A mechanical marvel... 3 rings of performers... clowns... animals... acrobats... elephants... music 'n' everything! Now touring the country. Don't miss it when it visits your city.



Most popular gum in America is Beech-Nut Peppermint. Try our Spearmint, too, if you enjoy a distinctive flavor!



ORALGENE
The new firmer, tastier gum that aids mouth health and helps fight mouth acidity. Chew with a purpose.



BEECHIES
Gum in a crisp candy coating double delighted one way! Peppermint, Spearmint, Peppermint.



Try Beech-Nut Candies in your favorite flavor. Peppermint, Lemon Mint, Spearmint Assorted.



You can taste the difference Quality makes

THE SATURDAY EVENING POST



For

lin

April 21, 1934

Volume 116, Number 43

5c. the Copy

10c. in Canada
(includes tax)



Illustration
Charles Vell







Norman
Rockwell







THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
1900









Those who have passed from this world
die only when we, whom they loved, forget them.



ROCK of AGES MONUMENTS - BARRE, VERMONT - Copyright, 1911, Rock of Ages



Norman
Rockwell

"I will carve your dearest memories in stone . . .
and sign my work with this proud Sealmark."

Look for the Rock of Ages Sealmark on the memorial you buy. It is reserved for only the finest work of the master craftsman . . . available only from a Rock of Ages Authorized Dealer.

ROCK OF AGES®

BARRE, VERMONT

in Canada, Toronto, Quebec

© 1993, Rock of Ages





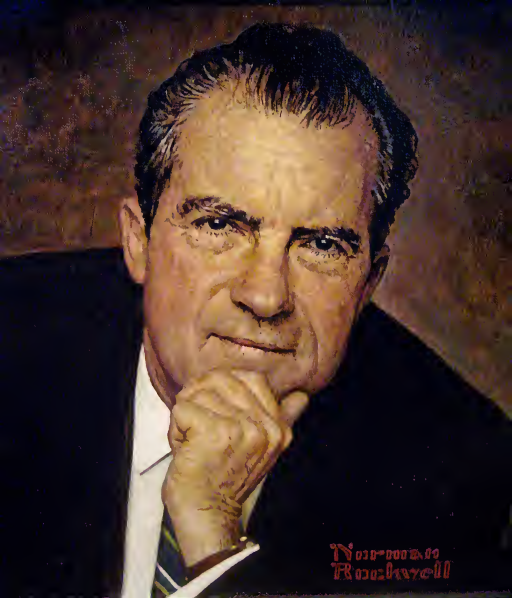






DRINK
Coca-Cola





Norman
Rockwell



Enchanted lands...right in your home

No dreamed-of magic carpet ever journeyed through more wonderful realms... or traveled so far so fast. There's a world of inspiration in television. And the set you have with a place in your family circle should be fine indeed... an instrument built with pride to be owned with pride. The new DuMont television receivers, in hand-crafted cabinets, incorporate the latest DuMont electronic advances from the laboratories that introduced television to America. They offer you the ultimate in television enjoyment. A complete line of consoles, combinations, table models.

DU MONT

First with the finest in Television

The Westchester Series II in DuMont
French Styleline® cabinet. Picture: 15M-14 inch.
Automatic line clock control.
Automatic sound phosphor. Tone master.
Patent designed by Herbert J. Jennings.

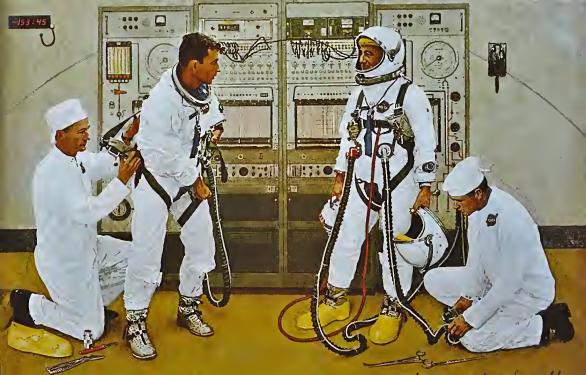




Norman
Rockwell



-153:45



norman rockwell





NORMAN
Rockwell





THE SATURDAY
EVE POST



To my good friends
Joy and Ben Horne
Norman
Rockwell

The Saturday Evening

POST

January 9, 1954 — 15¢

An Ex-Government Worker Overseas Says
I RODE UNCLE SAM'S GRAVY TRAIN

**THEY DON'T TELL THE TRUTH
ABOUT THE SOUTH!**

By Herbert Ravenel Sass





to Mrs. Comar
of the Quality Restaurant
served by
Norman
Rockwell



Norman Rockwell









He Helps to Get the Message Through

ILLUSTRATION BY NORMAN ROCKWELL

Along the highways of speech, in every part of the country, thousands of Bell telephone linemen help to keep your telephone service good—and make it better.

They are on the job to maintain uninterrupted service over millions of miles of wire and cable—repair trouble when it occurs and try to anticipate it before it occurs.

They are the men who push forward the lines of communication to new places and new people—through cities and towns, across deserts, under rivers and over mountain tops. By breaking all construction records since the war, they have played an important part in the constant improvement in telephone service.

In the everyday doing of the job, as in the dramatic emergencies of fire and storm, the telephone linemen help to get the message through.

BELL TELEPHONE SYSTEM



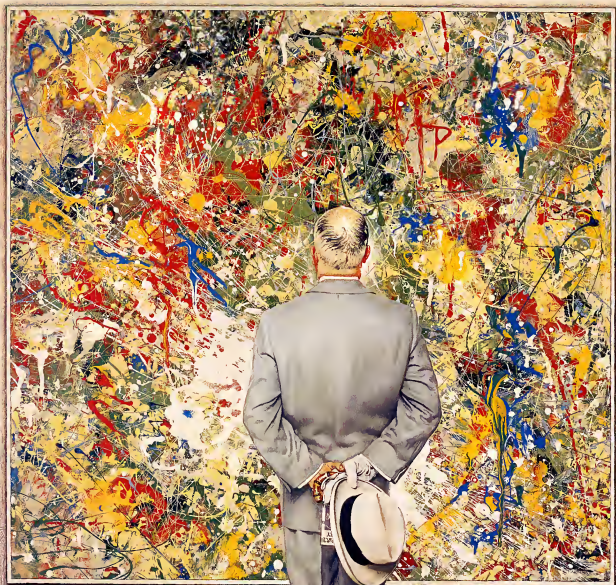
Norman
Rockwell





Norman
Rockwell





Norman
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Rockwell



Norman
Rockwell



Eyes that see around the world

The test of experience is something all
Cippress pilots have.

It comes from watching the weather through all the Seven Seas, the
Seven Seas — year in and year out.

It's the look you want in your pilot when you fly overseas. And it's
evident with just a glimpse of his American when they fly overseas.

It's not a big Cippress flight deck, there are as many as 100 seats quickly
rearranged to meet the American standards. There are no standards, no
or marking in the world.

And beneath every flying Cippress, all around the world, there is a
great supporting network of world-class experience.

And ground forces of the American — 17,000 men, women, and
children, staffs and engineers.

In the skies, or on the ground in over 100 offices, these are the people
make possible the fastest, most frequent service from the U.S. to any
100 countries.

When you fly the Cippress, the force of America flies with you.



PAN AMERICAN







THE SATURDAY EVENING POST











FROM PERMANENT COLLECTION OF THE NORMAN ROCKWELL MUSEUM, LICENSED BY CURTIS PUBLISHING

NATHANIEL BROOKS FOR THE NEW YORK TIMES

Rockwell's Scout, Grown Well Beyond Boyhood

James A. Edgerton Sr., left, modeled for Norman Rockwell's "Growth of a Leader" decades ago and recreated the pose with his son James Jr. at a weekend reunion of Rockwell models. Page 11.







norman
rockwell



Murphy
Tuckwell



SPECIAL TODAY

Spaghetti +
Meatballs
Liver +
Onions
Goulash
Cub

Norman
Rockwell

SPECIAL TODAY

Spaghetti +
Meatballs -
LINE 2 -
Grilli
Cub
ASIAN
PANS





Norman
Rockwell



Norman
Rockwell





THE SATURDAY EVENING POST



For

in

Published by the Saturday Evening Post Company

DEC. 10,
1933

50c in Canada

5cts.



THE
STORY
OF MY LIFE

BY
MARIE

QUEEN OF RUMANIA
Norman
Rockwell

merry Christmas



PAINTED FOR PLYMOUTH BY NORMAN ROCKWELL

"Merry Christmas, Grandma... we came in our new PLYMOUTH!"

THE SATURDAY EVENING POST

For

lin

5cts.

DEC. 21, 1935

Published by The Saturday Evening Post Company



Christmas

WILLIAM HAZLETT UPSON • FRANK H. SIMONDS

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**THE SATURDAY
EVENING POST**

An Illustrated
Fountain Pen

DEC. 9, 1916

5c. the Copy



In This Number

Frederick Orin Bartlett—Will Irwin—Pelham Grenville Wodehouse—Albert W. Atwood
Herbert D. Ward—Edwin Lefevre—Maximilian Foster—Isaac F. Marcosson—Dana Burnet

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THE SATURDAY EVENING POST

An Illustrated Weekly
Founded A^d D^d 1728 by Benjamin Franklin

Sat. 20, '19. Published Weekly at Philadelphia. Price 5c. per copy. Sent by mail at the rate of \$1.00 per year in advance. Single copies 5c. per copy. Entered as Second-Class Matter, May 1, 1879. Post Office at Philadelphia, Pa., May 1, 1879. No. 1000.

DEC. 20, '19

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per 10 copies



Norman
Rockwell

THE SATURDAY EVENING POST

Volume 95, Number 11

DEC. 4, 1926

For

5cts.



CHRISTMAS

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THE SATURDAY EVENING POST

An Illustration
Founded A.D. 1821 by John G. Thompson

Issue 116, Number 11

DECEMBER 5, 1925

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Merrie Christmas

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THE SATURDAY EVENING POST

F

n

Published by The Saturday Evening Post Company

50c in Canada

DEC. 6,
1939

5c.

Christmas

Everett Sanders—Lucian Cary—Edna St. Vincent Millay—Leonard H. Nason
William Hazlett Upson—Ben Ames Williams—Louis H. Cook—Marie Kimball

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THE SATURDAY EVENING POST



Four

lin

Dec. 15, 1934

5c. the Copy

Mr. in Canada
10c. the Copy



*"God Bless us every one"
said Tiny Tim*



Norman
Rockwell



Norman
Rockwell



*My first article in 'NE' and I am
sketching the Staff of the Eagle.*

**Norman
Rockwell**

*The
Berkeley
Eagle*



New Year's Eve

Norman
Rockwell



Norman
Rockwell







The Saturday Evening

POST

August 22, 1953 — 15c

A Farewell Report to the Nation

By GENERAL OMAR N. BRADLEY

An Eyewitness Account
of the German Revolt:

"I LED A RIOT AGAINST THE REDS!"



Norman
Rockwell



Narvaan
Rockwell

MARRIAGE COUNSELOR



Norman
Rockwell







Norman
Rockwell





Norman Russell



Norman
Rockwell





norman rockwell





What makes it tick?

WHEN you listen to your watch, it speaks to you not only of the passing of the seconds but of the skills of all the men whose efforts have gone into its perfection.

To a watchmaker, your watch is like a living thing. For his world is as tiny as the watch he is working on—and as large as the history of recorded time.

Your watch ticks 192,000 times a day—every time the lever jewels strike the escape wheel. It's the constancy of this heartbeat that determines the accuracy of your watch, that

makes the big difference between a fine Swiss watch and an ordinary watch. For a fine Swiss watch is painstakingly hand-crafted—from the balance wheel that travels 3600 miles a year to the tiniest screw, no bigger than this period—.

Whether you're buying a new watch, or having a watch serviced, your jeweler will show you what Swiss craftsmanship means to you in beauty, accuracy, value—and in the ease and economy of repair. No wonder 7 out of 10 jewelers wear fine Swiss watches themselves!

For the gifts you'll give with pride

THE WATCHMAKERS



let your jeweler be your guide

OF SWITZERLAND



OCTOBER

By US Mail

25 CENTS

Perpetual Motion?
See page 26

Popular Science

Founded MON



Norman
Rockwell

THE SATURDAY EVENING POST

Nov. 10, '23

5cts.

Inc. in
Canada



Alice Duer Miller—Samuel G. Blythe—John A. Moroso—Charles Brackett
Kenneth L. Roberts—Elsie Singmaster—Isaac F. Marcossin—Hal G. Evarts









NORMAN
ROCKWELL

THE SATURDAY EVENING

Post

OCTOBER 30, 1948

15¢

SHOULD WE REPEAL THE TAFT-HARTLEY LAW?

By J. Mack Swigert

NIAGARA FALLS





The Saturday Evening

POST

May 25, 1957 → 15¢

I Call on Groucho

By PETE MARTIN

How Will America Behave IF H-BOMBS FALL?





BOY SCOUTS
OF AMERICA
34TH
ANNIVERSARY

BOYS' LIFE

FEBRUARY
1944

20 CENTS A COPY
12.00 PER YEAR





Norman
Rockwell

BOYS' LIFE

FEBRUARY 1943

20 CENTS A COPY
\$2.00 PER YEAR

A SCOUT IS FRIENDLY

A Scout is friendly
to all and a brother
to every other Scout

The Fourth Scout Law



Norman
Rockwell



ON MY HONOR
I WILL DO MY BEST
TO DO MY DUTY TO GOD
AND MY COUNTRY
TO HELP
AT ALL TIMES
TO KEEP
PHYSICAL
MEN
AND MY



Norman
Rockwell



The Saturday Evening

POST

November 5, 1960 - 15¢

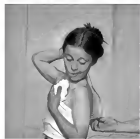
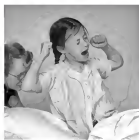
WITH CANDIDATE NIXON ON CAMPAIGN
AN EXCITING NOVEL BY RICHARD POWELL
WIFE'S-EYE VIEW: "HUSBAND TRANSFERRED"
AMERICA MUST GROW, BY WALTER LIPPMANN



Norman
Rockwell

MARRIAGE
COUNSELOR





The Saturday Evening

POST

March 29, 1952 - 15¢

My Personal War With the Russians
By an American Sergeant in the Soviet Zone

**GOD SAVED MY BABY
WHEN THE DOCTORS GAVE UP**

By Samuel H. Binder



BOYS' LIFE

NOW 10 CENTS

Published by the Boy Scouts of America

FEBRUARY 1933



Scouts of the World!

JULY 1935

PRICE 10 CENTS

BOYS' LIFE

MORE THAN

CIRCULATION



**ON TO
WASHINGTON!**



BOYS' LIFE

15¢

FEBRUARY
1940

A Scout is Reverent

*He is reverent
toward God. He
is faithful in his
religious duties,
and respects the
convictions of
others in matters
of custom and
religion.*

The Twelfth Scout
Law



Illustration
By Rex Knevel

THE SATURDAY EVENING POST

For

lin

Volume 106, Number 18

Nov. 7, 1931

10c. in Canada

(Postmaster: Paid)

5c. THE COPY

N
R



Elizabeth Alexander—Edwin Lefèvre—J. P. Marquand—Samuel Crowther
Margaret Weymouth Jackson—Vincent Sheean—Paul Jones—Fannie Hurst

The Saturday Evening

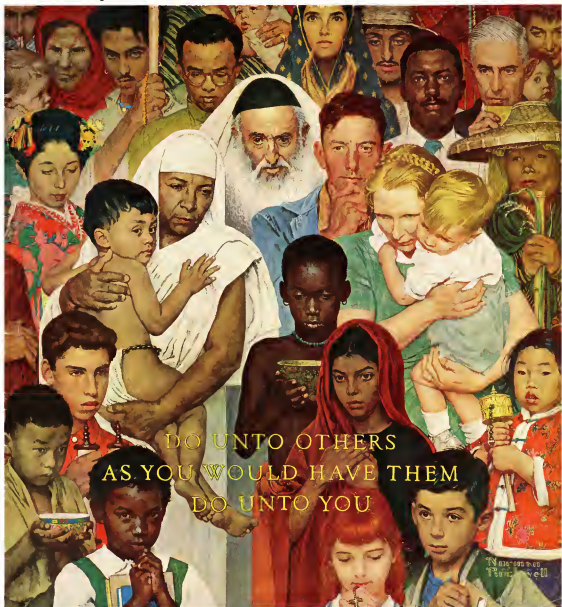
POST

April 1, 1961 - 15¢

THE NEW UTAH

My Adventures Among the U.S. Senators

By DEAN ACHESON



APRIL 1934

NOW 10¢



BOYS' LIFE

FOR ALL BOYS... Published by the BOY SCOUTS OF AMERICA...



SPRING WINTER

Illustrated
Rockwell

... and then Ma, or Grandma brought 'em in—
STEAMING HOT, FRAGRANT WITH SUNSHINE, OUTDOORS AND SUMMERTIME



The enlarged scene of this painting by Norman Rockwell, without advertising, on special paper, and so credit to script by Dept. U, Minnesota Valley Canning Co., Le Sueur, Minn., or Pine Foods of Canada, Ltd., Toronto, Ontario.



DRY YOUR EYES, MEN,
HERE'S HOW TO RECAPTURE THAT
BOYHOOD THRILL.



You don't have to go to the farm... Just phone the grocery. Ask for Niblets Brand Corn—corn-on-the-cob-without-the-cob. The kind with the big Green Giant on the label.

Last summer at the height of the fresh corn season the tall, tender kernels of this delicious golden corn were sliced

fresh from the cob. Then their garden-fresh sweetness was immediately sealed in vacuum.

The distinctive fresh flavor and tenderness are found in no other corn because this breed (known in our laboratory as "D-138") is exclusively controlled by us... Eat and grow young!

Niblets Brand Corn

Norman Rockwell, distinguished member of the After-Shave Club, as sketched by fellow-member Constantine Alajlow.

NORMAN ROCKWELL

*Invites
you to join*

**ONE OF THE WORLD'S
FOREMOST CLUBS**



It's a friendly gesture Norman Rockwell makes in asking you to join him in the Aqua Velva After-Shave Club. Aqua Velva rescues the hastiest shave. It tingles your skin to a healthier glow . . . its most agreeable scent is a pleasure to have around. It's good before and after electric shaving, too. Pick up a bottle of Aqua Velva at any drugstore.

A FEW OF THE MEMBERS

Paul Lukas Brig. Gen. John J. Bradley, U.S.A. Ret'd
Ely Culbertson Albert Spalding Ted Husing

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NOW 10 CENTS

Published by the Boy Scouts of America

FEBRUARY 1934



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Boys' Life

FOR ALL BOYS

THE FORTY-SECOND
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BOY SCOUTS OF AMERICA

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THE SATURDAY EVENING POST

SKYWAYS

W. K. Franklin

5cts.

June 4, 1938

Volume 216, Number 47



ELEANOR MERCEIN
WILL DURANT • STANLEY WALKER

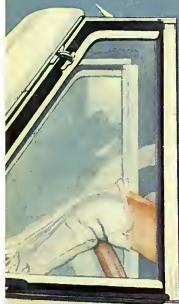
THE SATURDAY POST

Weekly
by Benj. Franklin

5c.
7c. IN CANADA

July 26, 1941

VOLUME 214, NUMBER 4



N.R.



Norman
Rockwell

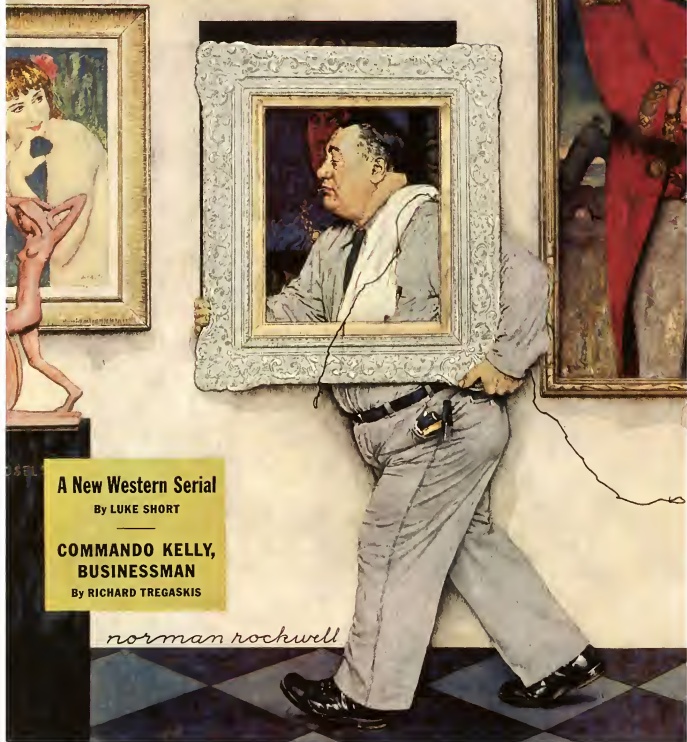
PAINTED FOR PLYMOUTH BY NORMAN ROCKWELL

"Oh, Boy! It's Pop with a new PLYMOUTH!"

THE SATURDAY EVENING
POST

MARCH 2, 1946

10¢



A New Western Serial

By LUKE SHORT

**COMMANDO KELLY,
BUSINESSMAN**

By RICHARD TREGASKIS

norman rockwell



The routes of the Flying Clippers lead to Rome, too.
It's a city of fountains, fashion, and wonderful shopping.

This Turkish coffee seller
is getting a close look at
my sketch book.
That's the
Blue Mosque
in the background.



Four steps in learning to ride a camel.

magic carpet around the world"

"I call Pan Am the world's most generous airline because they showed me more of the world in less time than I ever thought possible," says Norman Rockwell. "On the ground and in the air they made me feel at home... even in faraway places like Rangoon and Hong Kong."

"My Pan Am tour of the world was exciting, but any trip abroad will give you a new look at some wonderful people. And there's no better way to go than on the wings of a Pan American Clipper."

Wherever you go you'll want "New Horizons," the travel book that guided Norman Rockwell 'round the world. Hundreds of photos, new maps, 16,287 useful facts, packed into the new 576-page edition—greatest world travel guide ever written. Send \$1 for "New Horizons" to: Pan American, Dept. 110, Box 1111, New York 17, N. Y.

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Hawaii is a real fun and
sun land. Here I am sketching at
Waikiki... surrounded by distractions.

This pig-tailed young lady is a small neighbor friend of Norman Rockwell up in Arlington, Vermont.

Mr. Rockwell has painted her many times before, but never eating Kellogg's Corn Flakes.

She eats them all the time, however, and this is how she looks. She likes them, as you can plainly see. So does Mr. Rockwell. So do most people.

These are the friendly flakes that get a real hold on your appetite. Small moppets have been stowing them away and spilling a few in their bathrobe pockets for over 50 years. They're the cereal that's most often

back of father's newspaper ...
the cereal mother likes, too,
when she has time to eat ... the cereal that millions have grown up with and never said goodbye to.

The problem, of course, is that people are always running out of Kellogg's Corn Flakes—and that's a very good way to make someone cross at breakfast. How is it with you? Need another package?



Now on Kellogg's Corn Flakes packages—four Kellogg's Kids by Norman Rockwell. Pick your favorite; win cash prizes (\$2,500 first prize). Details on packages.



Norman
Rockwell

THE SATURDAY EVENING POST

Found

aklin

March 18, 1939

5c. the Copy

Volume 211, Number 28



**JEWISH PAWNS IN
POWER POLITICS**

BEGINNING FALSE TO ANY MAN By LESLIE FORD

THE SATURDAY EVENING
POST

NOVEMBER 18, 1950

15¢

THE BIG URANIUM RUSH
OF 1950

By John
Is the M
By Dem...

PRICE IN BRITAIN
TWO SHILLINGS
ROLLS HOUSE PUB CO
LONDON E C 4



SE

The Saturday Evening

POST

June 29, 1957 — 15¢

HERE'S HOW I CHEAT YOU

By a Gyp Furniture Salesman

PARADISE FOR
HORSE PLAYERSBY RED
SMITHNorman
Rockwell

THE RECRUITERS' BULLETIN

Published Monthly in the Interests of the Recruiting Service of the U.S. Marine Corps

October
1918



VOLUME 4

NEW YORK

NUMBER 12

POST

By Pete Martin





XR

Norman
Runkwell

To the parents of: _____

*I have examined Johnny's teeth
and find no new cavities*

NBN D.D.S.

**Norman
Rockwell**







Standing there in the rain, holding an umbrella over him, you feel very close to that youngster of yours. You want to protect him . . . and help him . . . in every possible way.

There are two important steps that you can take now:

1. Start on a Massachusetts Mutual educational plan tailored to your own situation, and be sure that when your child is ready for college the money will be ready too.

2. Give him a head start on a financial program of his own with a Massachusetts Mutual *Progressive Protection* policy. Every \$1,000 of insurance automatically increases to \$5,000 at age 21, but the premium never increases.

Ask a Massachusetts Mutual man to tell you about educational insurance and *Progressive Protection* suited to your plans for your youngster. Or call our General Agent listed under "Massachusetts Mutual" in your phone book.



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LIFE INSURANCE COMPANY
SPRINGFIELD MASSACHUSETTS
The Policyholder's Company

1820

The Saturday Evening

POST

September 17, 1960 -- 15¢

**Inside Blair House:
Where the President's
Guests Unwind**

Is There a "Women's Vote"?





Norman
Rockwell



Norman
Rockwell

THE SATURDAY EVE CONVENTION OST





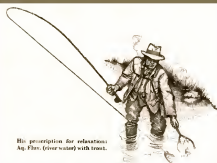
A FAMILY DOCTOR
continues



School doctor. He treats all ages—from portal to portal, a wag said.



A quiet evening unbroken
by sick calls is a rarity, so
is a single's brokenhearted sleep.



His prescription for relaxation:
Aq. Flu. (your waist) with trout.



Hideout—a mountain
camp with a trout
stream and an phone.



In town meeting, his
opinions carry weight.

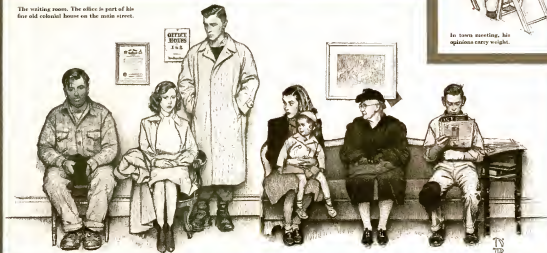


Consultation. It may be bad news: "Our news
due like this and you can go back to school."



All-night vigil—when a doctor's presence
during a crisis may be the best medicine.

The waiting room. The office is part of his
far old colonial house on the main street.



His collection of Vermont historical
material fills four book-filled rooms.



NORMAN ROCKWELL VISITS

A FAMILY DOCTOR

A YOUNG doctor who had opened his first office in Northern Vermont had to journey to Poughkeepsie, New York, in 1911. Overnight he stopped in Arlington, Vermont, put up in a pre-Revolutionary inn. It was an old town, founding long before Ethan Allen's Green Mountain Boys was born, as Early American as powder. The traveler liked the look of the place, so well that he resolved to stay there. He has been on all but indispensable calls, a leading physician and a wheelman in town affairs. His hard-used car has answered many calls to Norman Rockwell's house, for this town of 1,300 is the artist's home, and now the famous artist pays a professional call on the doctor with paint and pencil. For in Rockwell's opinion, Dr. George A. Russell, M.D., prescribes a whole host of hard-

working men who deserve well of the republic—the family doctor.

Their forms is not balustraded and a-steeled, but vertical and back. In an age of specialists, here an "generalist" expected to handle everything, from appendicitis to pneumonia, which, along with being a handy example of an adolescent beginning with a, is an eye trouble subjecting the "sons of Zena."

"Worth many another man in any community" is a phrase the great Sir William Osler used on the "well-trained sensible family physician." Arlington puts it like this: "We couldn't do without Doctor Russell. He's one man the town couldn't spare." For thirty-three years—he spent three overseas in World War I—he has done, bandaged and splinted them, put the accident victims together, delivered the babies, treated the measles and mumps, and

stitched up the town's cuts. (When they were bigger the woods, bloody accidents were common.) He is the school doctor, the railroad doctor, and in his consulting room he treated almost everyone, in town and the countryside around.

On the chimney shelf stands a portrait of his daughter, an Army nurse, now by being the diploma he won from the University of Vermont, paying his way by running a ski-cabin in Boston of summer, his dog Boon usually is around. In this room he has heard a quarter century of trouble; doctors like this know everything about everyone, and it is fortunate that they are not easily scandalized and are professionally strict.

The Yankee doctor is a kindly, tolerant man with a generous nature and a good disposition. As farbringer as cancer aid, he delights Rockwell by an

occasional shared bull's-eye diagnosis. "The only trouble with you," he told one woman during the most afflictive summer, when only fifty men, to wait "as that you have too damn many spots."

Those doesn't wait because words are slanted with sex, and a doctor called to treat pneumonia often risks getting it on the way. This is a rugged job, especially at thirty below, and to see it faithfully performed would have heartened the late Thomas Rayson. "My old man," he wrote, "said that whenever he finds a humanity concerned to suffer, he just unconsciously the character and works of the doctor he knew, and that belated him up right away." We didn't ask Rockwell if a Vermont doctor keeps his notes glibly even on behalf of a Democrat or a York Stoker, but apparently he feels his friend would pass even that test.



Norman
Rockwell

MIDDLETOWN DENTAL CLINIC

HOURS 9-5

Mrs. Fay
I'm happy to report
no new cavities for Danny
since his last visit.

J.S. D.D.S.

Norman
Rockwell

“Look, Mom—no cavities!”

Crest Toothpaste stops soft spots from turning into cavities—means far less decay for grownups and children. And Crest freshens your mouth—sweetens your breath.



MW



*Fluoride helps to strengthen teeth and prevent decay. Crest is a registered trademark of The Procter & Gamble Co.
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WEN VALLEY ELEMENTARY SCHOOL

Report for:

Mike Hayward

Condition of teeth:

*Got a single new cavity
this time*

HO D. O. S.

Norman
Rockwell



ENTRY BLANK

Here is my contest entry (complete this sentence in 25 additional words or less): "I believe my family should brush with Crest because

_____."

Be sure to enclose both end flaps from any size Crest carton. You can get additional entry blanks at the store where you buy Crest.

My name is _____ (please print)

Address _____

City _____ State _____

If you are not a mother, put the name and address of the mother you would like to win the prize here: _____

I bought Crest at (name and address of store) _____

MAIL TO: CREST Contest for Mom, Dept. C-1
P. O. Box 115, Cincinnati 99, Ohio

Norman
Rockwell



POST



My way but
to
Krafft Hill
cordially
Morse
Rabaul



Norman
Rockwell



NORMAN ROCKWELL
STOCKBRIDGE
MASSACHUSETTS

Donal Walter

date
next count on
7 this Christmas

1-215-436-0820
215-GL9 6000

(1)



$7\frac{1}{2}$ inches
Circle
Putting up
Xmas
wreath

are they for
Osgood
Coombs?

for this Xmas?
When do you
need them

(2)



Decorating Christ-
mas Tree

Christmas wreath
ornaments
Christmas stars for tree
ribbon

sign winter clothes
Models

3

2 cute boys of 8 yrs.

John & Betty

2 cute girls about 8 or
10 yrs.



Opening
Christmas
present

Dear Don,
Here are two drawings

I am sending to see if I'm
on the right track. Also
the photos of the models
to help the engravers.

Before I proceed
with the other eleven
drawings I need your
suggestions.

Cordially

Norman



Norman
Rockwell





Norman
Rockwell





The boy who put the world on wheels

The boy was ten years old, slim as a huggy-whip and quick as a cricket. He had a passion for machinery. He tinkered with all the clocks in the old white clapboard farmhouse until they tock-tocked the right time.

One Sunday morning, after church, a neighbor took out his big gold hunting-case watch. He said: "Henry, can you fix my old turnip?" The boy found that a jewel was loose in the works; he joggled it back into place and the watch ran.

The neighbors around Dearborn began to bring him their ailing timepieces. So young Henry Ford set up shop on a shelf in his bedroom, working nights after chores—in the spring to the fragrance of the farmyard lilacs, in the winter keeping warm with an oil lantern between his feet.

He ground a shingle nail down into a tiny screwdriver, made tweezers from his mother's corset-stays, and little files from knitting needles. All his life he tinkered watches, and never had to use a jeweler's eyeglass.

For he could almost see with his long thin steel-sprung fingers—the fingers of the hands that put a nation on wheels. His passion for machinery became an idea, and the power of that idea has rolled on through the years.

He learned how to run and fix and make every kind of machine there was. Then he began on the machine that wasn't—a horseless carriage.

In 1896, seven years before the founding of the Ford Motor Company, he trundled his first little two-passenger machine out into the alley back of Bagley Avenue in Detroit, and ran it around the block. It had two cylinders, four bicycle wheels and he steered it with a tiller, like a boat. He called it a "motor-wagon." Long since it has become a museum-piece, but it still runs—and it has had 36,000,000 descendants on the highways of the world.

His idea was to make a useful thing—as useful as possible, as low-priced as possible—a car for everyone. The Ford Motor Company was founded, on June 16, 1903, in the hope the world was ready for the idea.

This year is the Fiftieth Anniversary of the Ford Motor Company. To us this anniversary has one meaning above all others—it means that this is still the kind of world in which a farm boy's useful idea can gradually bring about a better way of life for millions of people.

Henry Ford brought only his idea, his car and his bare hands to the company fifty years ago. Then the pavements ended just outside the cities, in dust tracks. Now the American Road means far more than a vast network of highways. It is a symbol of a never-ending search for progress, peace and plenty for all mankind.

The Ford Motor Company, in celebrating its 50th Anniversary, is dedicated to one simple proposition: the best along that road is yet to be.



Ford Motor Company

Fifty Years Forward on The American Road

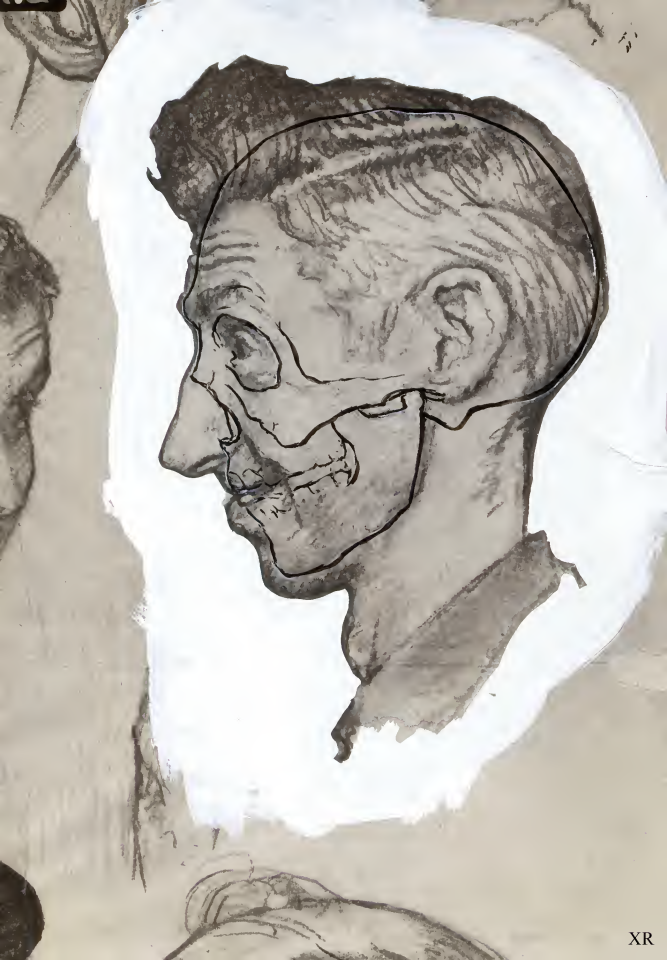
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THE OCT. 29 & NOV. 5, 2012

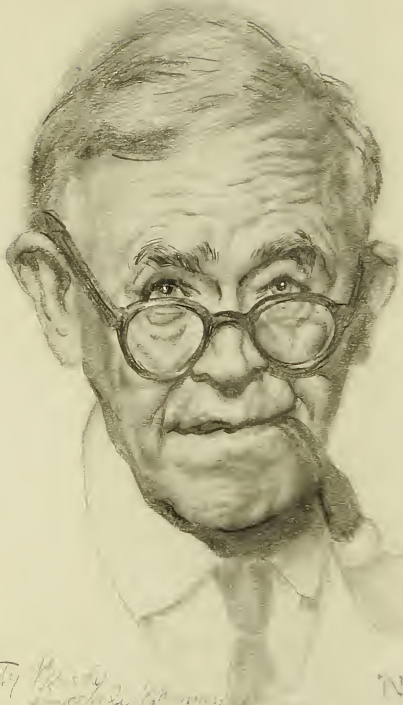
ADDY, SIR

NEW YORKER





Norman
Rockwell



to Betty
Lindholm
Lindholm

N.R.



Norman
Frankwell

He is your baby — already different from all the rest. And as you stand there, you wonder how you can express the love, the tenderness you feel toward this brand-new life. Toys and clothes somehow are not enough. You want, most of all, to give him a head start in life.

And you can . . . through a Massachusetts Mutual Progressive Protection policy. Designed to grow with your child, Progressive Protection actually increases fivefold when he reaches

twenty-one . . . every \$1,000 of life insurance automatically becoming \$5,000, but the premium *never increases*. As a young adult, he will receive from you the start of his own financial security. Can you think of a more valuable gift?

If you're a parent, grandparent . . . aunt or uncle . . . *check with your Massachusetts Mutual man about this Progressive Protection plan for the child you love.* Or call our General Agent listed under Massachusetts Mutual in your phone book.

Massachusetts Mutual LIFE INSURANCE COMPANY

ORGANIZED 1851 SPRINGFIELD, MASSACHUSETTS



Norman
Rockwell



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THE SATURDAY EVENING POST

Mar. 30, '40

Volume 215, Number 40

5c.



norman
rockwell

THE GREAT MONOPOLY MYSTERY By RAYMOND MOLEY

PM XR

THE SATURDAY EVENING POST

An Illustrated Weekly
Founded A.D. 1728 by Benj. Franklin

November 30, 1940

7c.



NEW DEAL'S
J. P. MORGAN

By SAMUEL LUBELL

•

WILL EUROPE
HUNGER THIS WINTER?

By PETER F. DRUCKER

Norman
Rockwell



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Rockwell

XR





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Two young boys
flexing their muscles



Norman
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To Bettina Anderson
With every good wish
Lyndon B. Johnson



Norman
Rockwell



visiting mothers

